Amendments to the Claims

1.   (Currently Amended) A method in a subscriber television system (STS), the

method comprising the steps of:

      displaying a first video stream to a subscriber in a video area of a screen

           display;

      providing a plurality of media content instances to be displayed to [[a]] the

           subscriber;

      providing at least one exclusive trigger synchronized with a first media

           content instance of the plurality of media content instances; and

      enabling at least one exclusive content restriction responsive to a reception

           of the at least one trigger, the at least one content restriction enabling

           display of all media content instances except for particular media

           content instances of the plurality of media content instances, the

           particular media content instances associated with the at least one

           exclusive trigger;

      receiving an activation of an application in an application area of the screen

           display;

      responsive to receiving the activation of the application, displaying one of the

           media content instances not excluded by the exclusive trigger in an

           advertisement area of the screen display simultaneously with the display

<u>of the first video stream in the video area of the screen display and the</u>

<u>application in the application area of the screen display</u>.

2.   (Canceled).

3.   (Canceled).

4.   (Previously Presented)   The method of claim 1, wherein the at least one
content restriction requires a particular second media content instance of the plurality of media
content instances to be excluded from display for a time period.

5.   (Previously Presented)   The method of claim 4, wherein the time period is
equal to the length of the display of the first media content instance of the plurality of media
content instances, and wherein the particular second media content instance of the plurality of
media content instances is excluded from display during the display of the first media content
instance of the plurality of media content instances.

6.   (Canceled)

7.   (Original)   The method of claim 1, wherein the at least one trigger includes
the at least one content restriction.

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8.   (Original)   The method of claim 1, wherein the at least one trigger comprises information indicating the location of at least one media content instance needed to satisfy the at least one content restriction.

9.   (Original)   The method of claim 1, wherein the at least one trigger comprises at least one media content instance needed to satisfy the at least one content restriction.

10.   (Currently Amended) A method in a subscriber television system (STS), the method comprising the steps of:

> displaying a first video stream in a video area of a screen display of a client device;
>
> providing a plurality of media content instances to be displayed to a subscriber by [[a]] the client device;
>
> providing at least one exclusive trigger synchronized with a first media content instance of the plurality of media content instances, the at least one exclusive trigger comprising at least one unique identifier;
>
> enabling at least one content control module in the client device, the at least one content control module comprising a database of a plurality of values for a plurality of unique identifiers, the plurality of values being individually matched with a corresponding content restriction, the content restriction enabling display of all media content instances

except for particular media content instances of the plurality of media

content instances, the particular media content instances associated

with the at least one exclusive trigger;

receiving the at least one exclusive trigger at the client device;

interpreting a value of the at least one exclusive trigger by the at least one content

control module; and

enabling the at least one content control module to reference the database with

the value and determine at least one enabled content restriction;

displaying an application interface and receiving an activation of an application

in an application area of the screen display of the client device;

responsive to receiving the activation of the application, displaying one of the

media content instances not excluded by the exclusive trigger in an

advertisement area of the screen display of the client device

simultaneously with the display of the first video stream in the video

area of the screen display of the client device and the application

interface in the application area of the screen display of the client

device.

11.   (Currently Amended)   The method of claim 10, wherein the client device

displays [[a]] the screen display comprising [[an]] the application interface in the application

area of the screen display of the client device, an advertisement banner in the advertisement

area of the screen display of the client device, and [[a]] the video stream in the video area of

the screen display of the client device, the video stream displaying the first media content

instance of the plurality of media content instances, the first media content instance of the

plurality of media content instances being a commercial.

12.   (Previously Presented)   The method of claim 11, wherein the content

restriction excludes the display of a second media content instance of the plurality of media

content instances in the advertisement banner.

13.   (Previously Presented)   The method of claim 12, wherein the second media

content instance of the plurality of media content instances is associated with a competitor

funding entity of the commercial.

14.   (Previously Presented)   The method of claim 11, wherein the at least one

enabled content restriction allows the display of any of the plurality of media content instances

in the advertisement banner not excluded by the content restriction.

15.   (Previously Presented)   The method of claim 14, wherein at least one of the

plurality of media content instances excluded by the content restriction is media content

associated with a competitor of a funding entity of the commercial.

16.   (Previously Presented)   The method of claim 11, wherein the at least one

enabled content restriction is an inclusive/exclusive combination content restriction, and wherein

the inclusive/exclusive combination content restriction requires the display of a second media

content instance of the plurality of media content instances in the advertisement banner if

available, the second media content instance of the plurality of media content instances being

associated with a funding entity of the commercial, if the second the media content is not

available, then the inclusive/exclusive combination content restriction requires the display

of a third of the plurality of media content instances in the advertisement banner, the third of

the plurality of media content instances being any media content not associated with a

competitor of a funding entity of the commercial.

17.   (Currently Amended) A method in a subscriber television system (STS), the

method comprising the steps of:

   inserting, within an available insertion area in at least one transport stream,

      at least one exclusive trigger having at least one content restriction, the

      at least one content restriction enabling the display of all content except

      for particular content, the particular content associated with the at least

      one exclusive trigger; and

   distributing the at least one transport stream with the at least one exclusive trigger

      to a plurality of client devices;

   displaying a first video stream in a video area of a screen display of at least

      one of the plurality of client devices;

displaying an application interface and receiving an activation of an

application in an application area of the screen display of at least

one of the plurality of client devices;

responsive to receiving the activation of the application, displaying one of

the media content instances not excluded by the exclusive trigger

in an advertisement area of the screen display of at least one of the

plurality of client devices simultaneously with the display of the

first video stream in the video area of the screen display of at least

one of the plurality of client devices and the application interface in

the application area of the screen display of at least one of the

plurality of client devices.

18.   (Previously Presented)   The method of claim 17, wherein the at least one

content restriction excludes the insertion of at least one designated media content instance,

and wherein the designated media content instance is excluded from the available insertion

area in the at least one transport stream.

19.   (Original)   The method of claim 18, wherein the at least one designated media

content instance is a local commercial.

20.   (Original)   The method of claim 17, wherein the at least one content

restriction is an exclusive content restriction requiring the exclusion of at least one

designated media content instance.

21.   (Currently Amended) A method in a subscriber television system (STS), the
method comprising the steps of:

> providing a plurality of media content instances to be displayed to a subscriber, a
>> first media content instance of the plurality of media content instances
>> comprising a video stream and a second media content instance of the
>> plurality of media content instances comprising a particular
>> advertisement;

> providing at least one exclusive trigger synchronized with a priority event in
>> the video stream; and

> enabling display of all media content instances, while excepting the particular
>> advertisement from being displayed simultaneously with the priority
>> event in the video stream, the particular advertisement associated with
>> the at least one exclusive trigger;

> displaying the priority event in the video stream in a video area of a screen
>> display of a client device;

> displaying an application interface and receiving an activation of an
>> application in an application area of the screen display of the client
>> device;

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responsive to receiving the activation of the application, displaying one of

the media content instances not excluded by the exclusive trigger

in an advertisement area of the screen display of the client device

simultaneously with the display of the priority event in the video

area of the screen display of the client device and the application

interface in the application area of the screen display of the client

device.

22.   (Previously Presented)   The method of claim 21, wherein the particular

advertisement is selectable by the subscriber.

23.   (Currently Amended)   The method of claim 21, ~~wherein the particular~~

~~advertisement is an image of a scene item, and~~ wherein the priority event is a scene displayed

in the video stream where [[the]] a scene item related to a first funding entity is

represented, and wherein the particular advertisement is an image of an item similar to the

scene item but related to a second funding entity.

24.   (Currently Amended) A system in a subscriber television system (STS), the

system comprising:

        a memory for storing logic;

        a processor for executing the logic stored in memory;

logic configured to provide a plurality of media content instances to be

    displayed to a subscriber;

logic configured to provide at least one exclusive trigger synchronized with

    a first media content instance of the plurality of media content instances;

    and

logic configured to enable at least one content restriction responsive to a reception

    of the at least one exclusive trigger, the at least one content restriction

    enabling display of all media content instances except for particular

    media content instances of the plurality of media content instances,

    the particular media content instances associated with the at least one

    exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of

    a client device;

logic for displaying an application interface and receiving an activation of

    an application in an application area of the screen display of the

    client device;

logic for responsive to receiving the activation of the application,

    displaying one of the media content instances not excluded by the

    exclusive trigger in an advertisement area of the screen display of

    the client device simultaneously with the display of the first video

    stream in the video area of the screen display of the client device

<u>and the application interface in the application area of the screen</u>

<u>display of the client device</u>.

25.   (Original)   The system of claim 24, wherein the least one content restriction requires a second media content instance of the plurality of media content instances to be displayed for a time period.

26.   (Previously Presented)   The system of claim 25, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded simultaneously with the first media content instance of the plurality of media content instances.

27.   (Original)   The system of claim 24, wherein the least one content restriction requires a second media content instance of the plurality of media content instances to be excluded from display for a time period.

28.   (Original)   The system of claim 27, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded from display during the display of the first media content instance of the plurality of media content instances.

29.   (Previously Presented)   The system of claim 24, wherein the at least one trigger comprises the at least one content restriction.

30.   (Previously Presented) The system of claim 24, wherein the at least one trigger comprises at least one media content needed to satisfy the at least one content restriction.

31.   (Currently Amended) A system in a subscriber television system (STS) client device, the system comprising:

  a memory for storing logic in the STS client device;

  a processor for executing the logic stored in memory in the STS client device;

  logic configured to provide a plurality of media content instances to be
    displayed to a subscriber;

  logic configured to provide at least one exclusive trigger synchronized with a
    first media content instance of the plurality of media content instances;
    and

  logic configured to enable at least one content restriction responsive to a reception
    of the at least one exclusive trigger, the at least one content restriction
    enabling display of all media content instances except for particular
    media content instances of the plurality of media content instances,
    the particular media content instances associated with the at least one
    exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of

a client device;

logic for displaying an application interface and receiving an activation of

an application in an application area of the screen display of the

client device;

logic for responsive to receiving the activation of the application,

displaying one of the media content instances not excluded by the

exclusive trigger in an advertisement area of the screen display of

the client device simultaneously with the display of the first video

stream in the video area of the screen display of the client device

and the application interface in the application area of the screen

display of the client device.

32.   (Previously Presented)   The system of claim 31, wherein the least one

content restriction excludes a second media content instance of the plurality of media content

instances from being displayed for a time period.

33.   (Previously Presented)   The system of claim 32, wherein the time period is

equal to the length of the display of the first media content instance of the plurality of media

content instances, and wherein the second media content instance of the plurality of media

content instances is excluded simultaneously with the first media content instance of the

plurality of media content instances.

34.   (Currently Amended) A system in a subscriber television system (STS) headend

device, the system comprising:

>   a memory for storing logic in the STS headend device;
>
>   a processor for executing the logic stored in memory in the STS headend device;
>
>   logic configured to provide a plurality of media content instances to be
>
>>   displayed to a subscriber;
>
>   logic configured to provide at least one trigger synchronized with a first media
>
>>   content instance of the plurality of media content instances; and
>
>   logic configured to enable at least one content restriction responsive to a reception
>
>>   of the at least one exclusive trigger, the at least one content restriction
>>
>>   enabling display of all media content instances except for particular
>>
>>   media content instances of the plurality of media content instances,
>>
>>   the particular media content instances associated with the at least one
>>
>>   exclusive trigger;
>
>   logic for displaying a first video stream in a video area of a screen display of
>
>>   a client device;
>
>   logic for displaying an application interface and receiving an activation of
>
>>   an application in an application area of the screen display of the
>>
>>   client device;
>
>   logic for responsive to receiving the activation of the application,
>
>>   displaying one of the media content instances not excluded by the
>>
>>   exclusive trigger in an advertisement area of the screen display of

the client device simultaneously with the display of the first video stream in the video area of the screen display of the client device and the application interface in the application area of the screen display of the client device.

35.   (Previously Presented)   The system of claim 34, wherein the least one content restriction excludes a second media content instance of the plurality of media content instances to be displayed for a time period.

36.   (Previously Presented)   The system of claim 35, wherein the time period is equal to the length of the display of the first media content instance of the plurality of media content instances, and wherein the second media content instance of the plurality of media content instances is excluded simultaneously with the first media content instance of the plurality of media content instances.

37.   (Currently Amended) A system in a subscriber television system (STS) headend, the system comprising:

        a memory for storing logic in the STS headend;

            a processor for executing the logic stored in memory in the STS headend;

        logic configured to allow the STS headend to receive and distribute at least one transport stream to a plurality of client devices, the STS headend comprising an administrative content control module; and

logic configured to enable at least one exclusive trigger to be

synchronized with an available insertion area in the at least one transport

stream, the at least one exclusive trigger comprising at least one

content restriction, the at least one content restriction enabling display of

all media content instances except for at least one particular media

content instance of the plurality of media content instances, the at

least one particular media content instance associated with the at

least one exclusive trigger;

logic for displaying a first video stream in a video area of a screen display of

a client device;

logic for displaying an application interface and receiving an activation of

an application in an application area of the screen display of the

client device;

logic for responsive to receiving the activation of the application,

displaying one of the media content instances not excluded by the

exclusive trigger in an advertisement area of the screen display of

the client device simultaneously with the display of the first video

stream in the video area of the screen display of the client device

and the application interface in the application area of the screen

display of the client device.

38.   (Previously Presented) The system of claim 37, wherein the at least one content

restriction excludes the insertion of at least one designated media content, and wherein the

administrative content control module allows the insertion of the least one designated media

content from the transport stream.